Global Trends Module

User Guide v1.0

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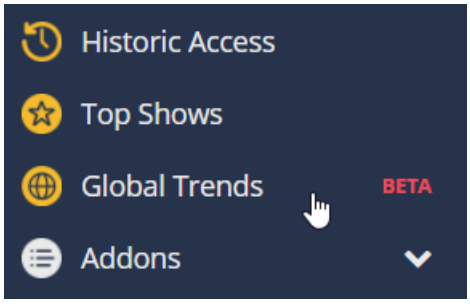
Introduction

The Global Trends module reveals the top in-demand genres, sub-genres, content origin and demand trends across networks and channels 50+ countries, regions and sub-regions, even if these markets and regions are not currently included in your subscription. Use the Global Trends module to discover important content trends and gain valuable context for content investment, distribution, marketing and acquisition decisions.

Global Trends (BETA) has now been activated on a case-by-case basis for specific users in your organization.

Accessing Global Trends

The module can be accessed from the left-hand menu within your Demand Portal account.

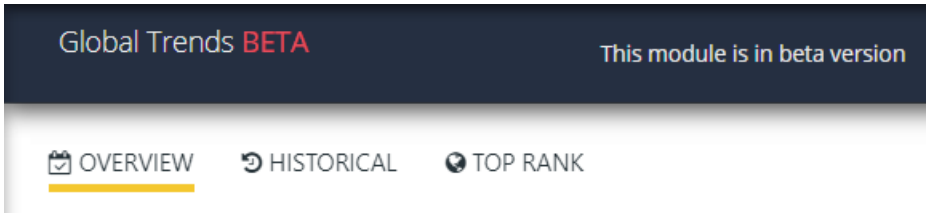


Navigating Global Trends

The Global Trends module gives users the ability to interrogate Parrot Analytics' global dataset on three dimensions, namely:

1. Trend overview
2. Historical trends
3. Top ranking trends

Each one of these can be accessed from the horizontal menu at the top of the screen:



Working with a Single Dataset

Whether you wish to summarize global trends by considering an overview only, investigate specific historical trends or prioritize trends in rank order – in all instances the specific

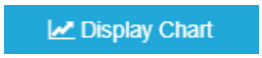
dataset needs to be loaded into the Global Trends workspace. In this current BETA release, this is a two-step process, which involves:

1. Preparing the dataset, and
2. Displaying the results

To get started, please select the date range, market(s), type of data (e.g. sub-genre) and the aggregation type (e.g. sum of total demand or a demand average):

When you are ready, click the “Prepare Dataset(s)” button to load the relevant data.

The screen will read “data is loading”; when this process has finished, please click the “Display Chart” button to display the relevant data.

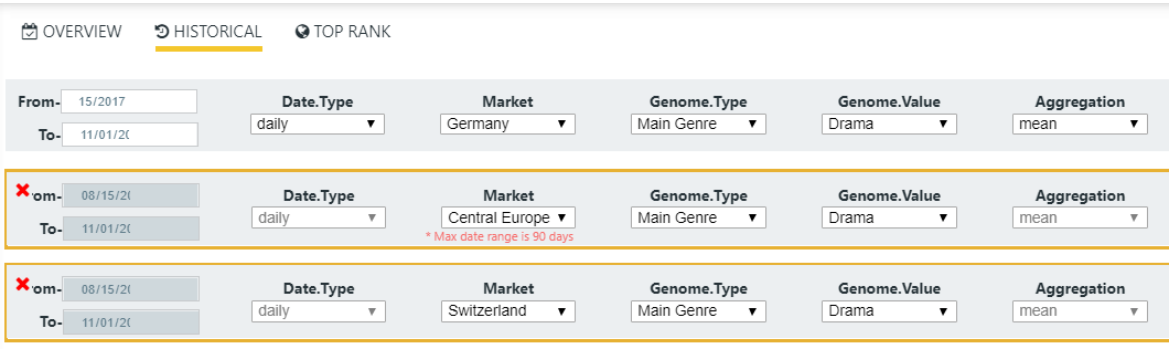


Working with Multiple Datasets

To work with multiple datasets, please use the “Add Dataset” button:

Once all dataset(s) required for analysis have been added, click the “Prepare Dataset(s)” button to load the relevant data, followed by the “Display Chart” button to display all data. Please find below an example of how three datasets can be added to generate insights for:

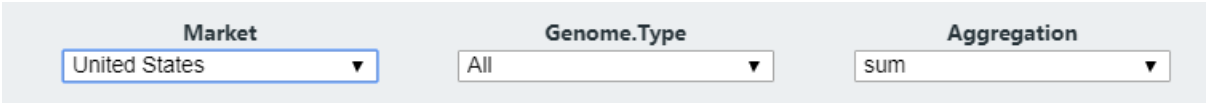
- The average per-title market demand for drama for the period 15th August 2017 to 1st November 2017
- Territories under consideration: Germany, Switzerland and Central Europe (sub region).



Should you wish to start over, you are able to clear all dataset(s) by pressing the “Reset” button.

Available Data

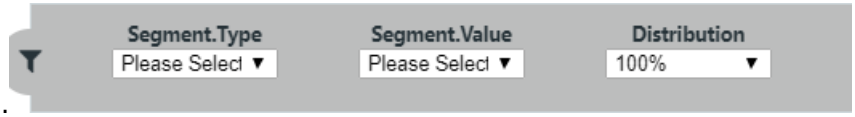
This section outlines all the data that are available to be queried across markets, data types and the (sum/average) aggregation:



	Sub Type	Comment
Market	Main Region	Useful for large-scale regional analysis e.g. Asia
	Sub Region	Sub-region aggregation e.g. South Asia
	Country	Country-specific data e.g. Singapore
Genome Type	Main Genre	e.g. drama, comedy, reality
	Sub-Genre	e.g. action drama, animated comedy, celebrity reality
	Orig. Country	Original country where the content first aired
	Orig. Network	Original network where the content first aired
Aggregation	Mean	Mean demand provides an understanding of the average performance per title.
	Sum	Sum of demand provides an idea of the overall market penetration for the unit of analysis.

Data Filtering (Segmentation)

When working with datasets the segmentation/filtering options can be safely ignored. There are, however, specific instances when it makes sense to use segmentation by data type and percentile distribution, as explained in the table below.



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	Sub Type	Comment
Segment. Type	Main Genre	e.g. drama, comedy, reality
	Sub-Genre	e.g. action drama, animated comedy, celebrity reality
	Orig. Country	Original country where the content first aired
	Orig. Network	Original network where the content first aired
Segment. Value	*(populated based on segment. type)*	Segment by main genre, sub-genre, original network or original country.
Distribution	100%	This is the default value. When selected, no filtering/segmentation is applied.

	Top Distribution	Only include the top 5%, 10%, 15% or 20% of the dataset.
	Bottom Distribution	Exclude the top 5%, 10%, 15% or 20% of the dataset.

Extracting Insights

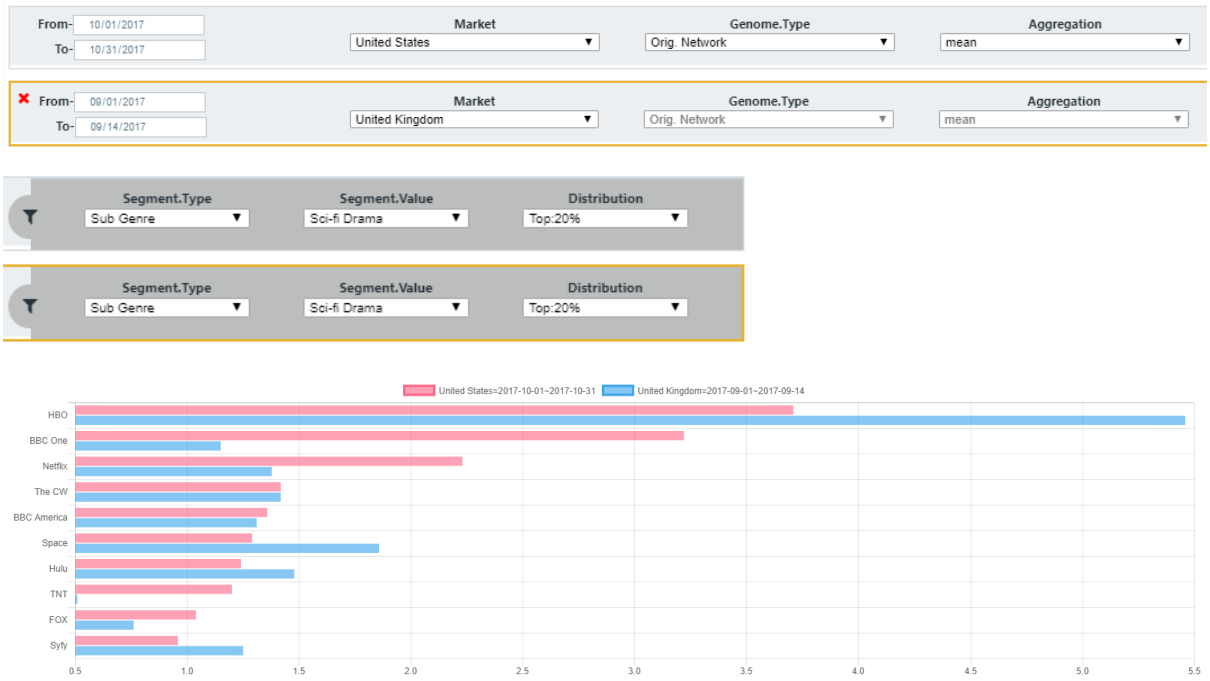
Insights can be extracted across three dimensions, namely:

1. Trend overview: Best used for comparing one dataset against another.
2. Historical trends: Discover how trends are evolving over time.
3. Top ranking trends: Quickly understand where a selected portfolio is the most in demand, allowing you to assess aggregated demand data in ranked order.

DIMENSION 1: Trend Overview

The overview screen of the Global Trends module is designed to compare how the trends of different datasets perform against each other. It is therefore recommended that a reference dataset is utilised as the baseline for the comparison; the reference dataset will always be the first dataset created (the top-most dataset on screen). Any additional dataset(s) loaded in are then compared to this reference dataset.

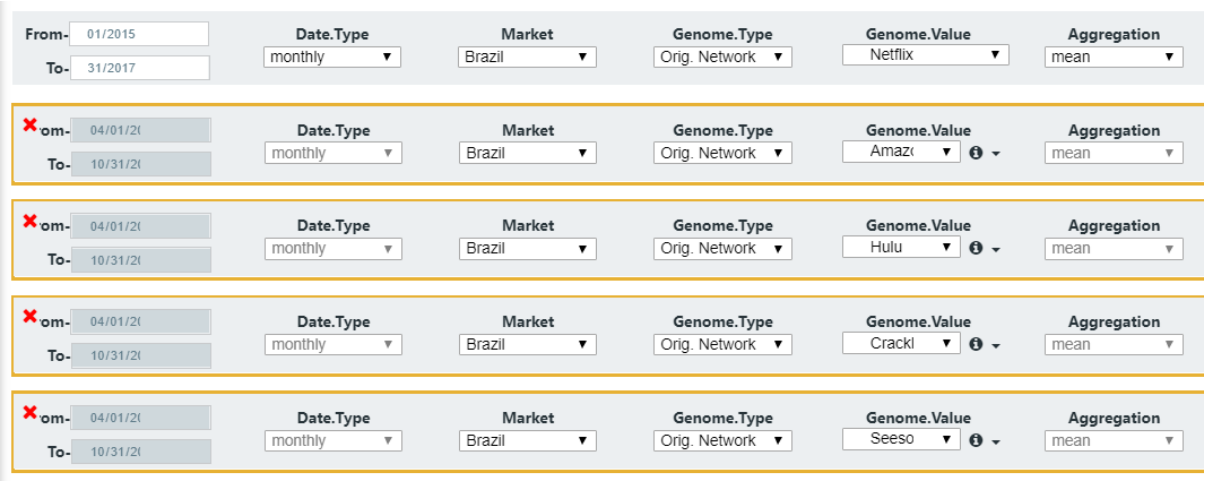
Example 1: Average per-title demand per network USA vs UK for top 20% sci-fi shows

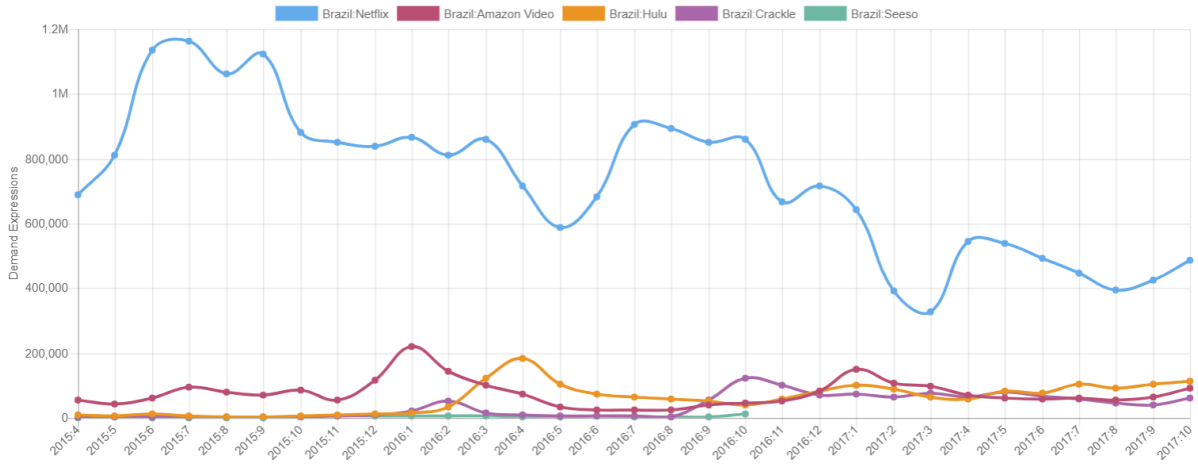


DIMENSION 2: Historical Trends

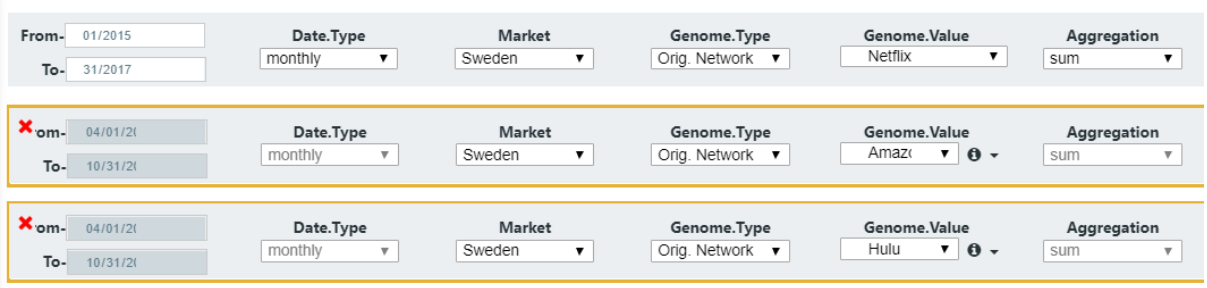
The historical trends mode allows you to follow the evolution of a trend over time by aggregating data on a daily, weekly or monthly basis for up to 5 trends.

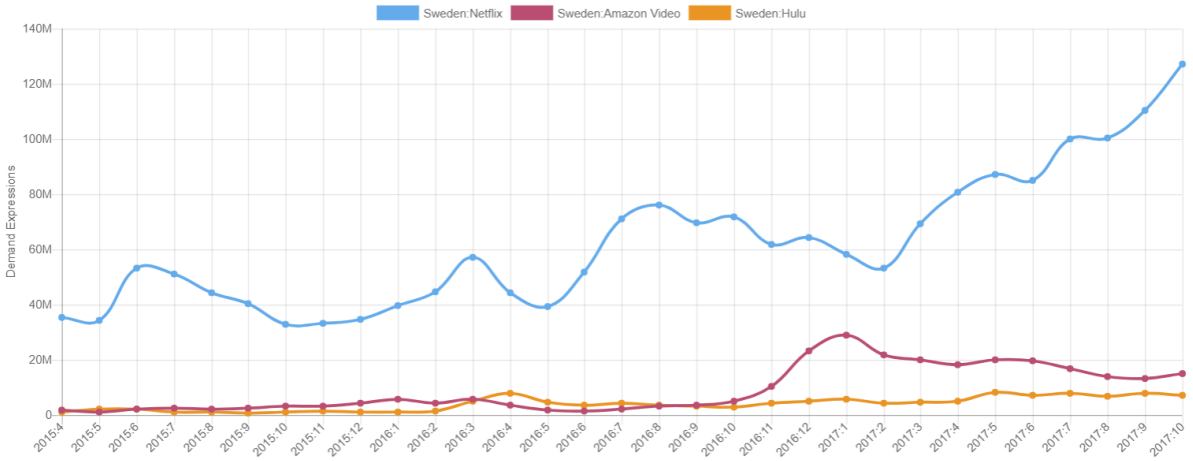
Example 1: Netflix, Amazon, Hulu, Crackle and Seeso Digital Originals monthly title average demand for each platform in Brazil



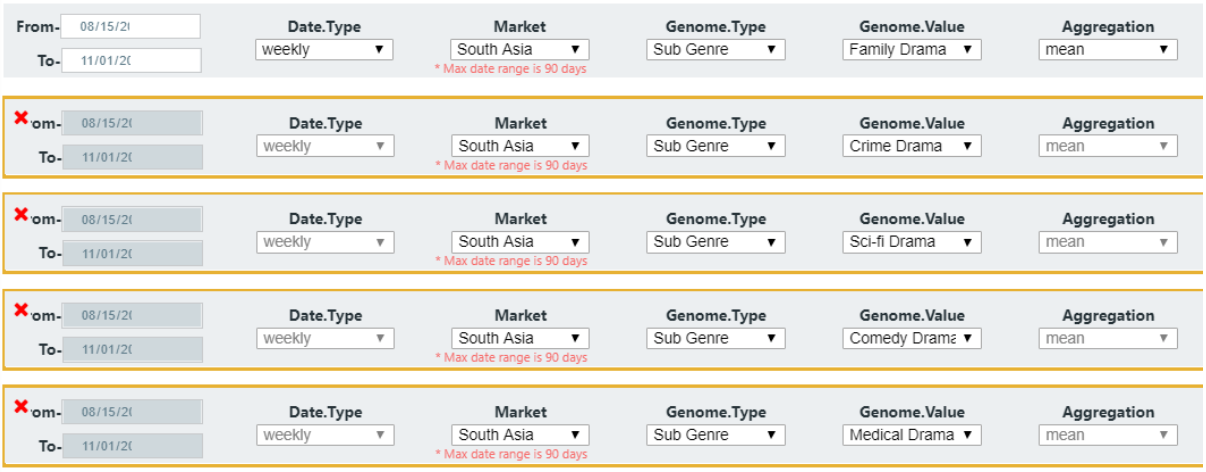


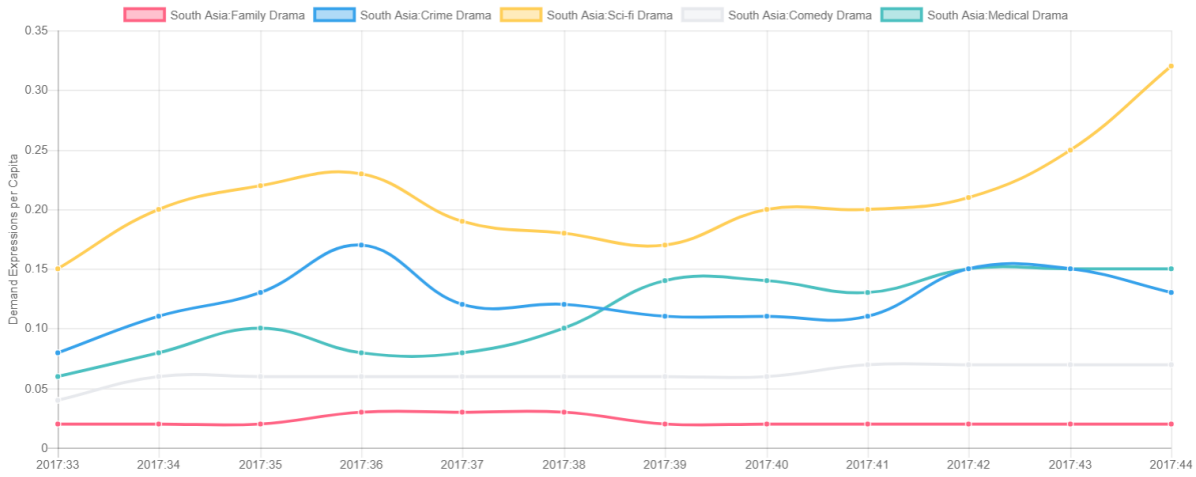
Example 2: Netflix, Amazon and Hulu monthly total demand in Sweden for Digital Originals



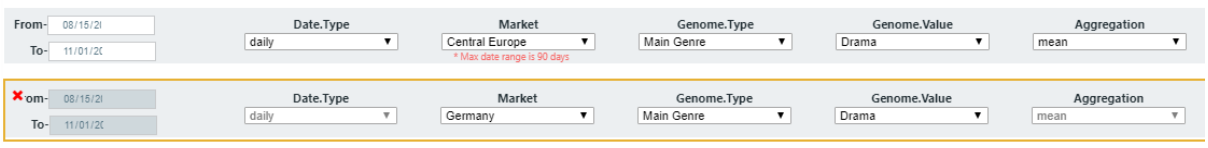


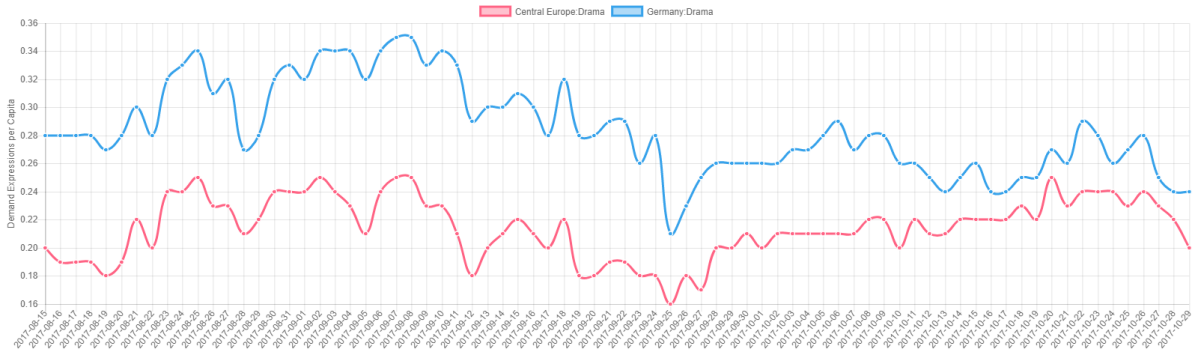
Example 3: Weekly average per-title demand for drama sub-genres in South Asia





Example 4: Daily average per-title demand for drama in Germany vs Central Europe

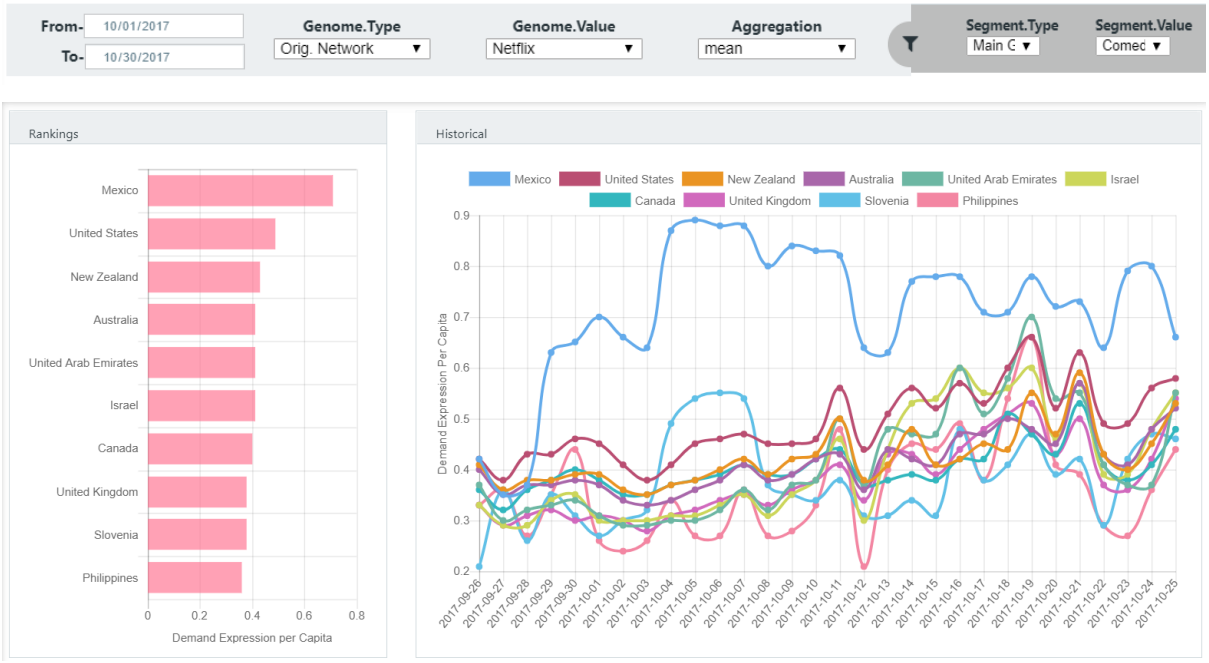




DIMENSION 3: Top Ranking Trends

The top trends dimension is designed to allow you to quickly understand where in the world a selected portfolio is the most in-demand. This results in an aggregated ranking chart on the left-hand side of the screen for the date range selected, and a time series line chart on the right-hand side.

Example 1: Country demand average and time series for Netflix originals in comedy genre



General Guidelines and Known Issues

The Global Trends module is currently in a BETA release. The user interface and user experience are not final. All performance issues are monitored and are being actively worked on. We welcome your feedback.